

C2E2 ANNUAL LECTURE

DATE

December 5, 2016

TIME

Lecture

3:00PM - 4:30PM

Reception to follow

VENUE

VGH Paetzold Lecture Hall
899 West 12th Avenue
Vancouver, BC

RSVP

Register at
C2E2.ca/2016AnnualLecture
by November 21

A Losing Battle?

Health Science in the Age of Celebrity

There is a ridiculous amount of science-free health and wellness advice floating around in popular culture. And much of this information is conflicting, misleading or just plain crazy. In this provocative presentation Professor Timothy Caulfield will explore why and how health information gets so twisted, including the increasingly important role of celebrity culture. He will also review why this matters (and it does!) and how it impacts our health and health policy.

Join us for the 2016 C2E2 Annual Lecture — this lecture will provide important perspectives on understanding how to deal with the myriad of misinformation and will be of interest to health care providers, decision makers, patients and members of the public.



Speaker

Professor Timothy Caulfield

Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health at the University of Alberta and Research Director of the Health Law Institute at the University of Alberta. He is the Principal Investigator for a number of large interdisciplinary projects that explore the ethical, legal and health policy issues associated with topics ranging from stem cell research to access to health care. He writes frequently for the popular press and is the author of *Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash*.

Visit C2E2.ca for more information.

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